



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 2-16-05

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, February 16, 2005.**

Members present:

Ed Selich, Chairman
Steve Bromberg, Mayor
Cris Trapp
Seymour Beek
Marta Hayden
Debra Legan
Brion Jeannette
Jim Donnell
Richard Wray

Gary Di Sano
Craig Batley
Gay Wassall-Kelly
Dan Marcheano
Steve Sutherland
Mark Murrel
John Saunders
Jeannette Thomas

Staff Representatives:

George Berger, C&ED Program Manager
Tamara Campbell, Senior Planner

Dan Trimble, C&ED Program Manager

Guests Present:

Elwood "Woodie" Tescher

Doug Svensson

Members Not Present:

Gregg Schwenk
Richard Luehrs
Kevin Weeda
Carol Hoffman – Excused Absence
Tod Ridgeway, Council Member

John Robinson
Mike McNamara – Excused Absence
Roy Freeman
John Blom – Excused Absence
Steven Rosansky, Council Member

Roll Call and Introductions

Chairman Selich called the meeting to order at 8:05 a.m.

CONSENT CALENDAR

1. Minutes of November 17, 2004
2. Project Status Report (Attachment)

Motion: To Approve the Consent Calendar

Vote: Approved unanimously

DISCUSSION ITEMS

1. 2004 Boat Parade Media

Marta Hayden (Newport Beach Conference & Visitors Bureau) presented a media coverage fact sheet on the 2004 Newport Harbor Boat Parade (*attached*), highlighting the following:

- § 11 million viewers
- § 200 ad equivalent
- § 116 total broadcasts/impressions

Note: A DVD presentation was scheduled for this meeting. However, due to technical difficulties, it was unable to be shown. Viewing is scheduled for the next EDC (full) meeting on March 16, 2005.

2. General Plan Hotel/Tourism White Paper

Elwood "Woodie" Tescher (EIP Associates, Inc.) opened the discussion on the tourism/hotel industry and the status of the update to the City's General Plan. He then introduced Doug Svensson (ADE Associates, Inc.), who provided an overview of the Hotel/Tourism white paper, highlighting the following:

- § Since 1990, 30% growth in Orange County hotel rooms
- § 30% of retail sales generated by visitors
- § Visitors account for 13% of City's total revenue for net total of \$5 million
- § Newport's market focuses on luxury and business segments
- § Increased competition with new properties coming available in recent years

An "Alternatives" handout was provided and discussed.

3. EQAC Representative's Report – Chairperson Cris Trapp discussed the following

project comments:

- § Orange County Sanitation District
- § Lexus

ITEMS FOR A FUTURE AGENDA

Overview of the proposed Lexus auto dealership project

PUBLIC COMMENTS

None

ANNOUNCEMENTS

Resignation of Committee Member Steve Sutherland; Chairman Selich and the Committee thanked him for his years of service to the Committee.

ADJOURNMENT

Chairman Selich adjourned the meeting at 9:00 a.m.